

PSJ2 Exh 68

Produced Natively

OXYCONTIN Tablets Promotional Plan

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Program	Usage	New or Repeat	1st Qtr. No. Pieces	2nd Qtr. No. Pieces	3rd Qtr. No. Pieces	4th Qtr. No. Pieces	Total Pieces 2001	First Quarter			Second Quarter			Third Quarter			Fourth Quarter		
								Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Patient Starter Program	A PCS program targeted to key "early adapters" of new products or technology. This program will be used as part of a pre-emptive competitive strategy. In addition, it will be used to capture the early patient who is a candidate for opioids.	Repeat	N/A	N/A	N/A	N/A	N/A	X	X	X	X	X	X	X	X	X	X	X	X
Veterans Administration Pain Team Grant	A grant program which focuses on quarterly roundtable meetings among Veterans Administration National Pain team members at the VISN level.	New	TBD	TBD	TBD	TBD	TBD	X	X	X	X	X	X	X	X	X	X	X	X
Partners Against Pain Programs	To expand the influence of Partners Against Pain through public relations and build brand influence with consumer initiatives.	New	TBD	TBD	TBD	TBD	TBD	X	X	X	X	X	X	X	X	X	X	X	X
Direct Mail																			
JCAHO Direct Mail	Targeted to hospital administration and JCAHO liaisons in the institutional setting. Designed to build a database of leads for the sales force.	New	2,000	2,000	2,000	2,000	8,000	X	X	X	X	X	X	X	X	X	X	X	X
Case Study Direct Mail	Combines existing profiles with reminder points to PCPs.	New		150,000			150,000				X	X	X						
PA/NP Mailer Cards	Cards with quick reminders of OxyContin features and benefits.	New		200,000			200,000				X	X	X						
OB/GYN Mailer	A direct mail campaign focusing on quality of pain management after operative gynecological procedures.	New		10,000			10,000				X	X	X						
"Meet the Challenge" Mailers	A direct mail campaign focusing on "early adapters" of new technology or medications in light of future competition.	New	50,000	50,000	50,000	50,000	200,000	X	X	X	X	X	X	X	X	X	X	X	X
Journal Ad Production	Creation of new ads which incorporate the message of "meets the challenge."	New	TBD	TBD			TBD	X	X	X	X	X	X						

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Program	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
<u>Core Market</u>												
Oncology												
"OxyContin Meets the Challenge" Visual Aid	X	X	X	X	X	X	X	X	X	X	X	X
Cancer Control Journal Supplement	X	X	X									
Anesthesia/Pain Management												
American Academy of Pain Medicine Symposium Highlights				X	X	X						
CME "Critical Pathways in Pain Management" CD ROM				X	X	X						
Oncology and Pain Management Nurses												
"Hospice Care in the Long-Term Care Facility" Video				X	X	X						
Primary Care												
Primary Care Visual Aid	X	X	X									
CME "Communicating with your Patients About Pain"							X	X	X			
American Pain Society (APS) Arthritis Treatment Guidelines				X	X	X						

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	First Quarter			Second Quarter			Third Quarter			Fourth Quarter		
Program	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Special Programs												
Strategic Alliance Building	X	X	X	X	X	X	X	X	X	X	X	X
Patient Starter Program	X	X	X	X	X	X	X	X	X	X	X	X
Veterans Administration Pain Team Grant	X	X	X	X	X	X	X	X	X	X	X	X
Partners Against Pain Programs	X	X	X	X	X	X	X	X	X	X	X	X
Direct Mail												
JCAHO Direct Mail	X	X	X	X	X	X	X	X	X	X	X	X
Case Study Direct Mail				X	X	X						
PA/NP Mailer Cards				X	X	X						
OB/GYN Mailer				X	X	X						
"Meet the Challenge" Mailers	X	X	X	X	X	X	X	X	X	X	X	X
Journal Ad Production – Osteo – Post-op – OB/GYN – Cancer	X	X	X	X	X	X						
Journal Advertising	X	X	X	X	X	X	X	X	X	X	X	X
<u>Managed Care</u>												
CME Programs												
Cancer Pain CME	X	X	X									
Patient Profile Series CME							X	X	X			

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